

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: FEBRUARY 16, 2005 Division: TDC

Bulk Item: Yes X No Department:

AGENDA ITEM WORDING:

Approval of revisions to Section IV of the Monroe County Tourist Development Council Operations Manual relating to the Overview and Instructions for Destination and TurnKey events.

ITEM BACKGROUND:

TDC approved same at their meeting of January 18, 2005.

PREVIOUS REVELANT BOCC ACTION:

CONTRACT/AGREEMENT CHANGES:

STAFF RECOMMENDATIONS:

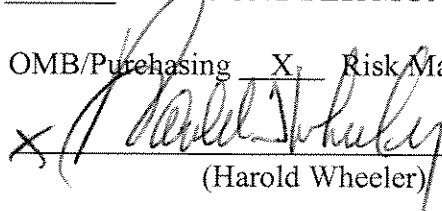
Approval

TOTAL COST: **BUDGETED:** Yes X No

COST TO COUNTY: **SOURCE OF FUNDS:** TDC


REVENUE PRODUCING: Yes X No **AMOUNT PER MONTH** **Year**

APPROVED BY: County Atty X OMB/Purchasing X Risk Management X

DIVISION DIRECTOR APPROVAL: X 
(Harold Wheeler)

DOCUMENTATION: Included X To Follow Not Required

DISPOSITION: **AGENDA ITEM #**

DATE: January 10, 2005
 **TO:** TDC Members
FROM: Harold Wheeler, TDC Director
RE: EVENT FUNDING POLICIES

The promotion of special events is a very important part of our overall marketing program. Events not only draw visitors to our destination, but also gives visitors who may not have been aware of a certain event, the opportunity to experience different activities while on vacation and tell others about the experience. This develops return visits and adds new awareness of things to do for visitors.

These events are evaluated also by the marketing of the awareness and image of our destination to the potential visitor. Most event funding is for advertising and public relations only, however, in some cases that involves national or international marketing, we fund as a turnkey operation.

Because of recent issues concerning the funding procedures of some events, I feel it is necessary to review and make some recommended changes to the event policies.

The following are recommended changes in our Operations Manual concerning the Overview and Instructions for Destination and TurnKey events.

OPTION 1:

OVERVIEW AND INSTRUCTIONS

1) Bid Schedule

(Contact Administrative Office for updated information)

(TDC/DAC Review/Evaluation meeting dates subject to change)

Issue of Request for Bid	TBA
Workshop for Event Applicants	TBA
Application Deadline	TBA
DAC Review/Evaluation of Applications	TBA
TDC Review/Evaluation of Applications	TBA
BOCC Approval	TBA

2) Each successful bidder shall provide Monroe County with a destination or a Turnkey Event. Definitions of these events are:

- a) Destination Events (~~require agency of record support Advertising and PR Funding Only~~):

~~An event that showcases the district in such a way that it could not be held elsewhere.~~

For the purposes of this solicitation, a destination event is designed developed and produced to entertain the public and which promotes tourism in the Florida Keys and Key West by drawing out-of county tourists into the Keys.

~~It is an event that is indigenous to that district which is designed to showcase and promote that particular area in a unique fashion. Such an event, may or may not receive national/or international media exposure, while similar to a Turn Key Event does not carry national sponsorship, or bring with it national and/or international media exposure, but instead, however, the professional agencies of the Tourist Development Council approve and support all TDC funding for the event, put forth time and energy on behalf of said event to garner the necessary media exposure to help ensure the success of said event based on the amount of allocated funds.~~

The event coordinator, for purposes of this RFB and any resulting contract, shall be the production agent or other person or organization primarily responsible for the production of the event, and the entity soliciting event funding under this process. Funds awarded for this event are utilized for hard media and public relations related expenditures through the TDC agencies of record to promote the event. County shall fund advertising and promotional activity at up to 10% in-county with balance out of county for Destination category only.

~~County shall fund advertising and promotional activity at up to 10% in-county with balance out of county for Destination category only. The TDC agencies of record and contacts are:~~

Mr. John Underwood
Tinsley Advertising
2660 Brickell Avenue
Miami, Florida 33129
(305-856-6060)

Mr. Andy Newman
Stuart Newman Associates
2140 South Dixie Highway, Suite 203
Miami, Florida 33133
(305-461-3300)

b) TurnKey Events - (national sponsors marketing exposure)

For purposes of this solicitation, a Turn Key event is designed and produced to entertain the public, and promotes tourism in the Florida Keys and Key West by drawing out-of-county tourists into the Keys. Said event would be produced or coordinated by an entity (soliciting event funding under this process) with national advertising or a history of national and/or international media exposure.

The event is an entire package which guarantees national television, radio and newspaper advertising marketing with direction of said media to be reviewed and approved by the advertising agency of record. ~~Such an event assures a 'following' of participants or spectators generating heads in beds.~~ In addition, such event shall be considered an all inclusive event where the promoter has financial responsibility for every facet of the management and production of said event. For purposes of this solicitation and all contracts awarded pursuant to same, the event coordinator shall be the production agent primarily responsible for the production of the event and is the entity with whom any contract shall be entered. Involvement by the Monroe County Tourist Development Council agencies of record would only be provided at the request of the Monroe County Tourist Development Council and/or the District Advisory Committee and not as a requirement by the event coordinator or any sponsor to ensure the success of said event.

~~Such an event shall bring as a part of its package sponsorship of a nationally recognized product, thereby ensuring promotion on an increased basis.~~

Payment under a contract for a Turn Key Event will ~~not be~~ be made ~~made until~~ upon the completion of the event has taken place and upon the airing(s) of national and/or international television when said promotion has been brought forward within the application as a component of qualifying as a TurnKey Event and subsequently outlined within the scope of services within the contract with the BOCC. If an event is canceled for any reason, no payment shall be forthcoming.

3) The Monroe County Board of County Commissioners (BOCC) reserves the right to reject any and all bids, to waive irregularities and informalities in any or all bids, and to re-advertise for bids.

A **grant** award, if made, will be to the most responsive and most qualified bidder(s) which the BOCC, upon recommendation by the **DAC and TDC**, deems to be in the best interest of the County utilizing the Criteria for Evaluation. The successful bidder(s) shall enter into an Event Contract with the BOCC. The TDC and County reserve the right to negotiate the terms of any contract resulting from this RFB. (A sample of the contract(s) may be found on pages 22-33). The BOCC reserves the right to allocate funds to one or more, or none of the bidders.

4) Only complete sets of bid documents will be issued and shall be used in preparing bid packages. The County does not assume any responsibility for errors or misinterpretations resulting from the use of incomplete sets. Complete sets of Bid Documents may be obtained in the manner and at the location stated in the Notice of Calling for Bids.

5) The preparation cost of a bid response to this RFB is solely that of the bidder. Further, the BOCC will not assume any responsibility or liability for costs incurred by the selected bidder prior to the execution of the contract.

6) All information disclosed as part of the RFB process is considered part of the public domain by the laws of the State of Florida.

7) Any interpretation or correction of, or change to, the RFB shall be made in writing and issued by the TDC Administrative Office. Addenda shall be mailed or delivered to all who are known to have received this RFB.

Addenda will be issued no later than ten (10) calendar days prior to the submission date for bids, except in the case of an addendum postponing the submission date of the bids or withdrawing the RFB. It is the responsibility of the bidder to contact the Administrative Office of the TDC at telephone number shown on page 4 of the RFB prior to submitting a bid to ascertain whether or not any addenda have been issued and to ensure that all such addenda have been received.

Failure on the part of any bidder submitting a bid to receive any such addenda will not relieve such bidder from obligations under this RFB, any issued addenda, or the bid submitted by such bidder.

8) The Application form, pages 9 – 19, of this package and attachments required by page 20 shall be fully completed. All forms requiring signatures shall be executed. These documents shall comprise the bid. Do not include pages 1 through 8 in your submission. The bidder shall submit to the office stated in the Notice of Calling for Bids two (2) signed originals and twelve (12) copies of the complete bid in a sealed envelope, marked clearly on the outside: "Sealed Bid for Destination/Turn Key Event Funding."

By signing of the Non-Collusion and Verification form, the bidder declares nothing of monetary value has been given, promised or implied to any county official, agent or employee as an inducement to promote or approve a contract resulting from this RFB.

The bidder further declares that ~~no improper personal, political or social activities have been used or attempted in an effort~~ **no prohibited lobbying, solicitation or other** act to influence the outcome of the competition, discussion or negotiations leading to the award of the contract.

The bid must be signed by the authorized officer of said proposing entity and be complete as outlined. Failure to sign said bid or submit the application as outlined constitute grounds for non-acceptance of the bid.

The bidder shall list all actual, proposed or potential conflicts of interest, financial or otherwise, direct or indirect, involving any client's interest which may conflict with the interests of the BOCC.

The successful bidder(s) shall not assign, transfer, convey, sublet or otherwise dispose of the contract or of any or all of its right, title or interest therein, without prior written consent of the BOCC.

Failure to affirm the above in the application will result in rejection.

- 9) The pro forma contract included in this RFB can be adapted to the requirements of a specific event. Final acceptance of the contract shall not occur until the BOCC and the ~~sponsor event~~ **sponsor** have signed the contract.